DECLARATION AND POWER OF ATTORNEY FOR PATENT APPLICATION

As a below named inventor, I hereby declare that:

My residence, post office address and citizenship are as stated below next to my name.

I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled

SYSTEM AND METHOD FOR ESTABLISHING VIEWER SHOPPING PREFERENCES BASED ON VIEWING AND LISTENING PREFERENCES

the specification of which is attached hereto unless the following box is checked:

was filed on __OCTOBER 29, 2001__
as United States Application Number or PCT International Application Number __10/003,714__
and was amended on _____ (if applicable).

I hereby state that I have reviewed and understand the contents of the above identified specification, including the claims, as amended by any amendment referred to above.

I acknowledge the duty to disclose information which is material to patentability of this application as defined in 37 CFR §1.56.

I hereby claim foreign priority benefits under Title 35, United States Code §119 of any foreign application(s) for patent or inventor's certificate listed below and have also identified below any foreign application for patent or inventor's certificate having a filing date before that of the application on which priority is claimed.

Foreign Application(s) if any, for Patent or Inventor's Certificate Filed Within 12 Months Prior to the Filing Date of This Application:

Country	Application No.	Date of Filing (day, month, year)	Priority Claimed Under 35 U.S.C. §119
_____	_____	_____	[] YES [] NO
_____	_____	_____	[] YES [] NO
_____	_____	_____	[] YES [] NO

All Foreign Application(s), if any, for Patent or Inventor's Certificate Filed More Than 12 Months Prior to the Filing Date of This Application:

Country	Application No.	Date of Filing
_____	_____	_____
_____	_____	_____
_____	_____	_____

‖‖

All Foreign Application(s), if any, for Patent or Inventor's Certificate Filed More Than 12 Months Prior to the Filing Date of This Application:

Country	Application No.	Date of Filing (day, month, year)	Priority Claimed Under 35 U.S.C. §119
_____	_____	_____	[] YES [] NO
_____	_____	_____	[] YES [] NO
_____	_____	_____	[] YES [] NO

I hereby claim foreign priority benefits under Title 35, United States Code, §119 of any foreign application(s) for patent or inventor's certificate listed below and have also identified below any foreign application for patent or inventor's certificate having a filing date before that of the application on which priority is claimed.

Prior Foreign Application(s)

Number	Country	Day/Month/Year Filed	Priority Claimed
_____	_____	_____	[] YES [] NO
_____	_____	_____	[] YES [] NO

I hereby claim the benefit under Title 35, United States Code, §119 of any provisional application(s) listed below.

U.S. Provisional Application Number	Filing Date	
_____	_____	[] YES [] NO
_____	_____	[] YES [] NO

‖‖

I hereby claim the benefit under Title 35, United States Code, §120 of any United States application(s) listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States application in the manner provided by the first paragraph of Title 35, United States Code §112, I acknowledge the duty to disclose information which is material to patentability as defined in Title 37, Code of Federal Regulations, §1.56 which became available between the filing date of the prior application and the national or PCT International filing date of this application.

Application Serial No.	Date of Filing	Status (patened, pending, abandoned)
_____	_____	_____
_____	_____	_____

||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||

I hereby appoint the following attorney(s) and/or agent(s) to prosecute this application and transact all business in the Patent and Trademark Office connected therewith:

Peter C. Toto, Reg. No. 36,293   Jaime A. Siegel, Reg. No. 39,027
Harold T. Fujii, Reg. No. 38,458   Aditya Krishnan, U.S. Reg. No. 41,531
Frederick J. Zustak, U.S. Reg. No. 36,728   Ronald C. Card, U.S. Reg. No. 44,587
Milton M. Frazier, U.S. Reg. No.44,687   Mark Gorman, U.S. Reg. No. 43,641
Larry Liberchuk, U.S. Reg. No. 40,352   John L. Rogitz, U.S. Reg. No. 33,549

||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||

Send Correspondence and direct telephone calls to: **Address all correspondence to:**

John L. Rogitz   John L. Rogitz
                                             Rogitz & Associates
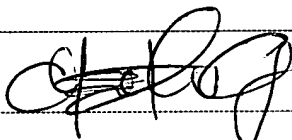(619) 338-8075   750 B Street, Suite 3120
                                             San Diego, California 92101

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under §1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||

Full name of sole or first inventor: MATTHEW CHANG
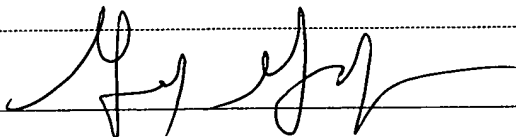
Inventor's signature: _____   Date: 8 JAN 02

Residence: 9282 Adolphia St., San Diego, California 92129-3580

Citizenship: United States   Post Office Address: Same

||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||

Full name of second inventor: GREG GUDORF

Inventor's signature: _____   Date: 1/8/02

Residence: 17850 Bernardo Trails Place, San Diego, California 92128

Citizenship: United States   Post Office Address: Same

||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||

Page 4 of 4   Docket No. _50R4802_

‖‖

Full name of third inventor: **AARON DEW**

Inventor's signature: Date: _1/8/02_

Residence: ~~4134 Arizona St., San Diego, California 82104~~
6780 Friars Rd #215   92107

Citizenship: **United States**   Post Office Address: Same

‖‖

Full name of fourth inventor: **ANTHONY LIONEL CREED**

Inventor's signature: Date: _1/8/02_

Residence: 8476 Burr Lane, San Diego, California 82129

Citizenship: **United Kingdom**   Post Office Address: Same

‖‖

Full name of fifth inventor: **ROLF TOFT**

Inventor's signature: Date: _01/09-02_

Residence: 711 Vermont St., San Francisco, California 94107

Citizenship: **Denmark**   Post Office Address: Same

‖‖